

Direct: 425769 Trade: SCR SMR

*** 08/25/97 Thru 11/23/97 *** Total Stores: 177

FULL PRICE	Cartons	SOM	BRANDED SAVINGS	Cartons	SOM
MARLBORO	196321.0	28.0%	DORAL	24977.0	3.6%
NEWPORT	58401.0	8.3%	BASIC	13028.0	1.9%
WINSTON	43375.0	6.2%	MISTY	10329.0	1.5%
SALEM	41542.0	5.9%	Other	30284.0	4.3%
VIRGINIA SLI	34047.0	4.9%	Total	78618.0	11.2%
PARLIAMENT	32773.0	4.7%	PL/BLK & WHT	Cartons	SOM
Other	211187.0	30.1%	WORTH	5051.0	0.7%
Total	617646.0	88.0%	Total	5051.0	0.7%

** Qtr 3 - 1997 ** Total Stores: 178

FULL PRICE	Cartons	SOM
MARLBORO	214758.0	28.9%
NEWPORT	59488.0	8.0%
WINSTON	45377.0	6.1%
SALEM	42096.0	5.7%
VIRGINIA SLI	33361.0	4.5%
PARLIAMENT	33174.0	4.5%
Other	223649.0	30.1%
Total	651903.0	87.6%

BRANDED SAVINGS	Cartons	SOM
DORAL	25741.0	3.5%
BASIC	13845.0	1.9%
MISTY	10442.0	1.4%
Other	35848.0	4.8%
Total	85876.0	11.5%

PL/BLK & WHT	Cartons	SOM
WORTH	5781.0	0.8%
Total	5781.0	0.7%

** Qtr 2 - 1997 ** Total Stores: 181

FULL PRICE	Cartons	SOM
MARLBORO	203826.0	28.7%
NEWPORT	59955.0	8.4%
SALEM	43207.0	6.1%
WINSTON	38116.0	5.4%
VIRGINIA SLI	32981.0	4.6%
PARLIAMENT	31738.0	4.5%
Other	213799.0	30.1%
Total	623622.0	87.7%

BRANDED SAVINGS	Cartons	SOM
DORAL	23126.0	3.3%
BASIC	12479.0	1.8%
MISTY	9918.0	1.4%
Other	35725.0	5.0%
Total	81248.0	11.4%

PL/BLK & WHT	Cartons	SOM
WORTH	6046.0	0.9%
Total	6046.0	0.8%

** Qtr 1 - 1997 ** Total Stores: 178

FULL PRICE	Cartons	SOM
MARLBORO	202691.0	29.0%
NEWPORT	58695.0	8.4%
SALEM	41111.0	5.9%
WINSTON	38471.0	5.5%
VIRGINIA SLI	33901.0	4.8%
MERIT	31282.0	4.5%
Other	208875.0	29.9%
Total	615026.0	87.9%

BRANDED SAVINGS	Cartons	SOM
DORAL	26294.0	3.8%
BASIC	11445.0	1.6%
MISTY	8699.0	1.2%
Other	31952.0	4.6%
Total	78390.0	11.2%

PL/BLK & WHT	Cartons	SOM
WORTH	5852.0	0.8%
Total	5852.0	0.8%

** Qtr 4 - 1996 ** Total Stores: 181

FULL PRICE	Cartons	SOM
MARLBORO	207781.0	28.2%
NEWPORT	58683.0	8.0%
WINSTON	46198.0	6.3%
SALEM	44456.0	6.0%
VIRGINIA SLI	34573.0	4.7%
MERIT	32757.0	4.4%
Other	223826.0	30.3%
Total	648274.0	87.8%

BRANDED SAVINGS	Cartons	SOM
DORAL	27897.0	3.8%
BASIC	11046.0	1.5%
MISTY	9432.0	1.3%
Other	34711.0	4.7%
Total	83086.0	11.2%

PL/BLK & WHT	Cartons	SOM
WORTH	6356.0	0.9%
Total	6356.0	0.8%

*** Distribution of RJR Information to unauthorized person(s) is prohibited ***

51849 7978

Direct: 425769 Trade: SCR SMR

	Qtr 4 - 1996	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	08/25/97 Thru 11/23/97
TOTAL STORES	181	178	181	178	177
FULL PRICE					
MARLBORO	28.2%	29.0%	28.7%	28.9%	28.0%
NEWPORT	8.0%	8.4%	8.4%	8.0%	8.3%
WINSTON	5.3%	5.5%	5.4%	5.1%	6.2%
SALEM	6.0%	5.9%	6.1%	5.7%	5.9%
VIRGINIA SLI	4.7%	4.8%	4.6%	4.5%	4.9%
PARLIAMENT	4.3%	4.3%	4.5%	4.5%	4.7%
Other	30.3%	30.0%	30.0%	29.9%	30.0%
TOTAL	87.8%	87.9%	87.7%	87.6%	88.0%
BRANDED SAVINGS					
DORAL	3.8%	3.8%	3.3%	3.5%	3.6%
BASIC	1.5%	1.6%	1.8%	1.9%	1.9%
MISTY	1.3%	1.2%	1.4%	1.4%	1.5%
Other	4.6%	4.6%	4.9%	4.7%	4.2%
TOTAL	11.2%	11.2%	11.4%	11.5%	11.2%
PL/BLK & WHT					
WORTH	0.9%	0.8%	0.9%	0.8%	0.7%
Other	0.1%		0.1%	0.1%	
TOTAL	0.8%	0.8%	0.8%	0.7%	0.7%
Total Industry Volume					
Cartons	737716.0	699268.0	710916.0	743560.0	701315.0
Vol % Change	N/A	-5.21%	+1.66%	+4.59%	-5.68%
Industry Weekly Average					
Cartons	56747.3	53789.8	54685.8	57196.9	53947.3
Weekly Store Average					
Industry	313.52	302.18	302.13	321.33	304.78
RJR	70.29	64.29	63.17	67.76	65.97

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51849 7979

Direct: 425769 Trade: SCR SMR

	Qtr 4 - 1996	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	08/25/97 Thru 11/23/97 *****
TOTAL STORES	181	178	181	178	177
TOTAL SOM					
RJR	22.4%	21.3%	21.0%	21.1%	21.6%
PM	47.8%	49.0%	48.7%	48.5%	48.4%
BAT	15.1%	14.8%	15.5%	15.8%	15.2%
LOR	13.1%	13.4%	13.3%	12.9%	13.2%
L&M	1.5%	1.5%	1.5%	1.6%	1.6%
OTH	0.1%	0.1%	0.1%		
FULL PRICE					
RJR	17.3%	16.3%	16.4%	16.5%	17.0%
PM	45.1%	46.1%	45.6%	45.5%	45.4%
BAT	10.9%	10.7%	11.2%	11.6%	11.2%
LOR	13.1%	13.4%	13.0%	12.5%	12.9%
L&M	1.5%	1.5%	1.5%	1.6%	1.6%
OTH					
All Cigt	87.8%	87.9%	87.7%	87.6%	88.0%
BRANDED SAVINGS					
RJR	4.2%	4.2%	3.7%	3.8%	3.9%
PM	2.7%	2.9%	3.1%	3.0%	3.0%
BAT	4.2%	4.1%	4.3%	4.2%	4.0%
LOR			0.3%	0.4%	0.3%
L&M					
OTH	0.1%	0.1%	0.1%		
All Cigt	11.2%	11.2%	11.4%	11.5%	11.2%
PL/BLK & WHT					
RJR	0.9%	0.8%	0.9%	0.8%	0.7%
PM					
BAT					
LOR					
L&M					
OTH					
All Cigt	0.8%	0.8%	0.8%	0.7%	0.7%

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51849 7980

Direct: 425769

*** 07/28/97 Thru 10/26/97 *** Total Stores: 200

FULL PRICE	Cartons	SOM	BRANDED SAVINGS	Cartons	SOM
MARLBORO	213426.0	28.2%	DORAL	26060.0	3.4%
NEWPORT	63878.0	8.4%	BASIC	13518.0	1.8%
WINSTON	46561.0	6.2%	MISTY	10621.0	1.4%
SALEM	42967.0	5.7%	Other	34986.0	4.6%
VIRGINIA SLI	35257.0	4.7%	Total	85185.0	11.2%
PARLIAMENT	34842.0	4.6%	PL/BLK & WHT	Cartons	SOM
Other	228145.0	30.2%	WORTH	5710.0	0.8%
Total	665076.0	87.9%	Total	5710.0	0.7%

** Qtr 3 - 1997 ** Total Stores: 199

FULL PRICE	Cartons	SOM
MARLBORO	209459.0	29.0%
NEWPORT	57810.0	8.0%
WINSTON	43978.0	6.1%
SALEM	40651.0	5.6%
PARLIAMENT	32525.0	4.5%
VIRGINIA SLI	32131.0	4.5%
Other	216867.0	30.1%
Total	633421.0	87.7%

BRANDED SAVINGS	Cartons	SOM
DORAL	24655.0	3.4%
BASIC	13531.0	1.9%
MISTY	9974.0	1.4%
Other	34581.0	4.8%
Total	82741.0	11.4%

PL/BLK & WHT	Cartons	SOM
WORTH	5476.0	0.8%
Total	5476.0	0.7%

** Qtr 2 - 1997 ** Total Stores: 199

FULL PRICE	Cartons	SOM
MARLBORO	210179.0	28.8%
NEWPORT	61509.0	8.4%
SALEM	44291.0	6.1%
WINSTON	38966.0	5.3%
VIRGINIA SLI	33650.0	4.6%
PARLIAMENT	32650.0	4.5%
Other	219132.0	30.0%
Total	640377.0	87.8%

BRANDED SAVINGS	Cartons	SOM
DORAL	23707.0	3.3%
BASIC	12806.0	1.8%
MISTY	10001.0	1.4%
Other	36296.0	5.0%
Total	82810.0	11.3%

PL/BLK & WHT	Cartons	SOM
WORTH	6046.0	0.8%
Total	6046.0	0.8%

** Qtr 1 - 1997 ** Total Stores: 194

FULL PRICE	Cartons	SOM
MARLBORO	208601.0	29.1%
NEWPORT	59977.0	8.4%
SALEM	42008.0	5.9%
WINSTON	39279.0	5.5%
VIRGINIA SLI	34520.0	4.8%
MERIT	32007.0	4.5%
Other	213558.0	29.8%
Total	629950.0	88.0%

BRANDED SAVINGS	Cartons	SOM
DORAL	26804.0	3.7%
BASIC	11689.0	1.6%
MISTY	8758.0	1.2%
Other	32681.0	4.6%
Total	79932.0	11.1%

PL/BLK & WHT	Cartons	SOM
WORTH	5863.0	0.8%
Total	5863.0	0.8%

** Qtr 4 - 1996 ** Total Stores: 199

FULL PRICE	Cartons	SOM
MARLBORO	214492.0	28.4%
NEWPORT	60278.0	8.0%
WINSTON	46983.0	6.2%
SALEM	45301.0	6.0%
VIRGINIA SLI	35252.0	4.7%
MERIT	33613.0	4.4%
Other	229321.0	30.3%
Total	665240.0	87.9%

BRANDED SAVINGS	Cartons	SOM
DORAL	28355.0	3.7%
BASIC	11343.0	1.5%
MISTY	9541.0	1.3%
Other	35370.0	4.7%
Total	84609.0	11.1%

PL/BLK & WHT	Cartons	SOM
WORTH	6356.0	0.8%
Total	6356.0	0.8%

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51849 7981

Direct: 425769

	Qtr 4 - 1996	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	07/28/97 Thru 10/26/97 *****
TOTAL STORES	199	194	199	199	200
FULL PRICE					
MARLBORO	28.4%	29.1%	28.8%	29.0%	28.2%
NEWPORT	8.0%	8.4%	8.4%	8.0%	8.4%
WINSTON	6.2%	5.5%	5.3%	6.1%	6.2%
SALEM	6.0%	5.9%	6.1%	5.6%	5.7%
VIRGINIA SLI	4.7%	4.8%	4.6%	4.5%	4.7%
PARLIAMENT	4.3%	4.3%	4.5%	4.5%	4.6%
Other	30.3%	30.0%	30.1%	30.0%	30.1%
TOTAL	87.9%	88.0%	87.8%	87.7%	87.9%
BRANDED SAVINGS					
DORAL	3.7%	3.7%	3.3%	3.4%	3.4%
BASIC	1.5%	1.6%	1.8%	1.9%	1.8%
MISTY	1.3%	1.2%	1.4%	1.4%	1.4%
Other	4.6%	4.6%	4.8%	4.7%	4.6%
TOTAL	11.1%	11.1%	11.3%	11.4%	11.2%
PL/BLK & WHT					
WORTH	0.8%	0.8%	0.8%	0.8%	0.8%
Other				0.1%	0.1%
TOTAL	0.8%	0.8%	0.8%	0.7%	0.7%
Total Industry Volume					
Cartons	756205.0	715745.0	729233.0	721638.0	755971.0
Vol % Change	N/A	-5.35%	+1.88%	-1.04%	+4.75%
Industry Weekly Average					
Cartons	58169.6	55057.3	56094.8	55510.6	58151.6
Weekly Store Average					
Industry	292.30	283.80	281.88	278.94	290.75
RJR	65.19	60.33	58.92	58.61	61.71

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51849 7982

Direct: 425769

	Qtr 4 - 1996	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	07/28/97 Thru 10/26/97
TOTAL STORES	199	194	199	199	200
TOTAL SOM					
RJR	22.3%	21.3%	20.9%	21.1%	21.3%
PM	48.0%	49.2%	48.8%	48.7%	48.2%
BAT	15.0%	14.7%	15.4%	15.8%	15.6%
LOR	13.1%	13.3%	13.3%	13.0%	13.4%
L&M	1.5%	1.4%	1.5%	1.6%	1.6%
OTH	0.1%	0.1%	0.1%		
FULL PRICE					
RJR	17.3%	16.3%	16.4%	16.5%	16.7%
PM	45.3%	46.3%	45.8%	45.7%	45.3%
BAT	10.8%	10.7%	11.1%	11.6%	11.5%
LOR	13.1%	13.3%	13.0%	12.5%	13.0%
L&M	1.5%	1.4%	1.5%	1.6%	1.6%
OTH					
All Cigt	87.9%	88.0%	87.8%	87.7%	87.9%
BRANDED SAVINGS					
RJR	4.2%	4.2%	3.7%	3.8%	3.8%
PM	2.7%	2.9%	3.0%	3.0%	2.9%
BAT	4.2%	4.0%	4.3%	4.2%	4.1%
LOR			0.3%	0.5%	0.4%
L&M					
OTH	0.1%	0.1%	0.1%		
All Cigt	11.1%	11.1%	11.3%	11.4%	11.2%
PL/BLK & WHT					
RJR	0.8%	0.8%	0.8%	0.8%	0.8%
PM					
BAT					
LOR					
L&M					
OTH					
All Cigt	0.8%	0.8%	0.8%	0.7%	0.7%

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51849 7983